

# PARKERGRAMS

FOR PARKER PEN DEALERS

## Identification With Impact!

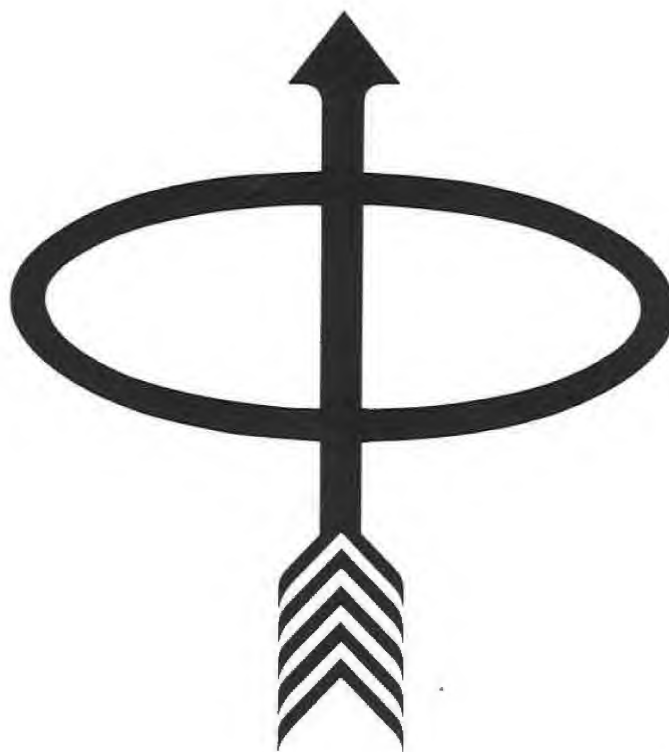
**bold new corporate symbol announced by company**

A quarter of a century ago the Arrow became the mark of quality on a precision pen. In the intervening 25 years, Parker's Arrow has become a strong, recognizable trademark almost every place on earth. It has even given its name to the magnificent plant in Janesville which produces Parker products.

Last month that same Arrow became the very heart of a bold, new design that will give uniform eye impact for all Parker products, Parker packaging, Parker advertising, Parker publications.

The new Parker corporate symbol (see cut) consists of two capital P's, back to back, with a vertical Arrow shaft. The double P stands, of course, for Parker Pen's initials. Symmetrical and powerful, the stylized representation suggests the balance, scope and corporate character of the largest writing instrument company in the world. Its simplicity and rightness perhaps belie the effort spent to bring it to being. (A bit more on that later.)

The value of a corporate identification program has been apparent here for several years. Separate divisions of the Company were using different packaging, and even the advertising lacked family resemblance. Last Spring, a Committee representing various divisions was named to seek out and present a design motif which would:



- Be simple, powerful and easily identifiable.
- Be legally protectable the world over.
- Be unique or play upon established Parker trademarks.
- Be usable in two or three dimensions in any material.
- Have no derogatory connotations.

Once achieved, such a symbol would have applications to every tan-

gible Parker property from stationery and check forms, to plant signs and trucks.

The Committee moved deliberately, purposefully. One of its first decisions was to retain the services of an outside firm for artwork and creative help. Bruce Beck of Design Dynamics, Inc., a Chicago organization, entered the picture at that point. Design Dynamics conducted research,

(Continued bottom page 2)



# YOUR DOODLES

## and what they mean to you!

by HELEN KING  
Part One of a Special Series

Take a pencil in hand. Place it on a piece of paper and let it wander, as you talk to a friend on the telephone, then study the results.

These odd little marks are called "doodles." They are records of your unconscious which take on an illustrated form. They may be mechanical, or half-conscious releases of surplus mental energy. They help to release inner drives and frustrations. Odd looking little creatures that they are, each has a meaning all its own.

Lexicographers report that the word "doodles" came from "dawdle," and that dawdlers often whittled on wood or scribbled aimlessly on paper. Gary Cooper popularized the word in

his motion picture, "Mr. Deeds Goes to Town," when he pointed out that everyone in the courtroom was pixilated, including a character who "doodled."

Psychologists say they are "wish thoughts," and that their graphic forms can be analyzed. They have noticed that a doodler repeats patterns of certain kinds under the same conditions, thus realizing that these little marks have investigative value.

Where do we find doodlings? On any light surface, on magazine covers, telephone books, scratch pads, desk blotters, newspapers, memos, tablecloths and napkins, theater, concert and baseball programs. Raise



Motion picture star Gary Cooper said everyone was pixilated and our aimless scribbles on paper — he called them "doodles" — proved it!

your eyes to the billboards and study the carefully pencilled-in mustaches and spectacles on all advertising beauty lotions. Read the posters in buses, trains or subways—if you can. All white portions are likely to be filled in.

Who doodles? Practically everyone with few (and notable) exceptions. A doodler, preoccupied with conversation, or wandering thoughts, lets his pencil wander over the writing surface. He little realizes he is blue-

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### SYMBOL — contd.

rendered drawings, and provided fill-in on the theoretical intricacies of corporate symbols.

Other companies' identification programs were reviewed. The history of brands and guild marks was not overlooked in the careful effort to evolve the one best mark for Parker. Exhaustive searches were launched. This chosen symbol, it was realized, must endure as long as there is a Parker Pen.

Finally, two designs emerged as

having all of the necessary qualifications. They were aforementioned Arrow and double P and a calligraphic single P with an Arrow as its vertical stem. There seemed to be little to choose between them, but in a burst of accord and enlightenment the Committee settled on the former. Management subsequently nodded approval.

The ensign for Parker Pen as it now stands is simple, pleasingly symmetrical with powerful visual impact.

It's adaptable. It lends itself to legal protection—even more readily than the spoken brand name. The P's and Arrow symbol speaks a universal language even as does the Green Giant, the Quaker, the Red Crown, and the Camel.

It will be making its first good impressions on the public in 1958. In time, wherever the new symbol is seen, it will mean but one thing—the burgeoning empire of Parker Pen, its people and its products.



printing his unconscious mind for all to see.

Doodling, as we know it, is the product of education and, some say, pressure of mounting conditions. It is only since man has learned to write that he has scribbled extensively. Our ancestors, who had not been exposed to the three R's, dawdled with their penknives and whittled many a heart on a tree trunk.

People who are models of perfection in their own homes cut pencilled capers on hotel and restaurant linen. According to one of the executives of a restaurant association, the seasons of the year can be told by a glance at the sketched symbols—baseball scores, footballs, gift lists.

One hotel manager disposed of 30 tablecloths a month until he switched to place mats at luncheons . . . Another attributed a jump in laundry bills of \$2,000 a year to scribblers. . . A little Italian restaurant, in New York, patronized by Toscanini, proudly displayed a tablecloth in which the maestro had doodled his caricature—alongside the spaghetti sauce stains. . . And O. Henry was reported to have scribbled some of his better plots on a restaurant tablecloth.

Thomas V. Daley, Assistant Vice President, New York Telephone Co., advises that the doodle picture has changed somewhat for his company because of a change in decor in the public booths. Although some doodling is done on the books, Mr. Daley says there is not much wall booth doodling since the surfaces are now rough and not conducive to artistic expression.

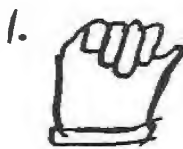
The huge oil companies point out it costs them many thousands of dollars annually to repair the lipstick, crayon, pen and pencil damage done to their rest rooms. A prominent psychiatrist adds to this the rather surprising fact that the women's rest rooms are much more damaged than the men's.

The Public Relations Office of the New York library advises that doodlers are somewhat considerate of library books although they may occasionally underline a word or phrase, or jot down question marks and exclamation signs in the margin. Fortunately, that seems to be the extent of writing in books but the staff spends hours erasing these signs of approval, doubt and dismay!

In London, a squad of 120 men affectionately dubbed "The Mustache Musketeers" rubs out the pencilled whiskers put on billboard posters by those who wish to express themselves.

Physicians who study the doodles of those who have sustained injuries have noticed the patients project their injuries and deformities on the paper via their scribbles.

(1) A young man who lost some fingers during World War II doodled men *minus* fingers, corresponding to his own lost digits. A few years later, the shock over, the doodles changed.



(2) Again, the projection of one's own injury to paper. Paraplegics, deprived of the use of their lower limbs, have been found doodling the upper half of a man's body, and *only* the upper half.



Analysts have long seen the symbolic value of one's own scribbles. Psychiatrists, graphologists have also studied symbology to aid in the analysis of graphic material.

(3) The modern miss does not make clay dolls to destroy her enemies she indicates her dislike through her pen. Jane Doe married John Smith, suffered a breakdown which baffled all who knew her, until her signature was noticed.

Her maiden name was written smoothly, happily, but the addition of her husband's name was startlingly different! Jane hated marriage with this man and slashed his name with a sharp whip whenever she was required to associate it with her own!

3.

*Jane Doe Smith*

Capt. William Perl, Chief Clinical Psychologist, Fort Leavenworth, Kans. was instrumental in the capture of the postwar werewolf-leaders of Nazi Germany by detection of a swastika-like symbol in a sample of handwriting. Captain Perl ordered the immediate apprehension of the man whose entire being was dedicated to the restoration of the Nazi party.

The inclusions of symbols in signatures was covered in a six-page article Captain Perl prepared for *The American Journal of Psychiatry* (Feb. 1955), wherein he enlarged on the specific unconscious projections of the self-concept.

Doodles are fascinating little hieroglyphics and revealing, so revealing that officials associated with atomic energy research headquarters make it a point to destroy the scribbles which are made during sessions of the working day.

American security officials have felt just as strongly about this and at one time pointed out that every scrap of paper containing confidential or secret data must be destroyed by burning after its usefulness was ended—even the doodles of those in conference were collected and consigned to the fire.

For it is a well-known fact that enemy agents seek to obtain the contents of wastebaskets at important centers and put together a jig-saw of the day's events by reading doodles and scraps.

(Condensed from the new book, "Your Doodles and What They Mean to You", by Helen King, published by Fleet Publishing Corporation, Grand Central Terminal Building, New York City, Price \$3.95.)



# THE BIG BUY



THE EVERSHARP PEN COMPANY, ARLINGTON HEIGHTS, ILL.



THE KIMBERLY CORPORATION, CULVER CITY, CALIF.

In December at Chicago, The Parker Pen Company announced the purchase of the Writing Instrument Division of Eversharp, Inc. Included in this acquisition were the Eversharp patents, trademarks, and other assets in the field of writing instruments and related products; including Eversharp's manufacturing subsidiary, Kimberly Corporation, at Culver City, California. Eversharp's shaving equipment division was not involved.

"Our purpose in acquiring the Eversharp writing equipment operation," wrote Bruce M. Jeffris to Parker shareholders, "is to permit us to broaden our line of writing instruments and to help us enter the lower price market in which the Eversharp tradename is well-known and respected here and abroad. The Parker name will continue as the tradename in the quality market where it has shown its greatest strength through the years.

"We are pleased to link the Eversharp trademark to Parker," the letter concluded. "and we look with keen expectancy to the opportunities for growth offered by this acquisition."

The Eversharp Pen Company will operate as a subsidiary under a managing director and a staff responsible

to the management of The Parker Pen Company. Named to the position Executive Vice President and Managing Director is C. G. Heath, who during the past six years has been Vice President of Sales and Advertising for Eversharp in Canada.

Vice President of Marketing of the new Parker subsidiary is George A. Eddy, former advertising manager for Parker. Eddy has served as chief liaison between Parker Pen and Eversharp for several weeks prior to the final signing which ended negotiations.

Named to the position of Operations Vice President for Kimberly is Arthur Glynn former planning and control coordinator in Parker's manufacturing division.

Earle Miller, formerly an assistant on the International Management Staff, has been named Secretary Treasurer of the Eversharp Pen Company and the Kimberly Corporation.

Named to the position of Director of Foreign Sales for the Eversharp Pen Company is Thomas Gavin. Gavin was formerly assigned to The Parker Pen Company, Ltd., Toronto, Canada, where he was Export Manager.

Production of Eversharp products will be continued at the Culver City

facility, Mr. Heath reported. However, an administrative headquarters has been established at Arlington Heights, Illinois.

What is today Parker's newest subsidiary was founded in 1905 as the Wahl Adding Machine Company. In 1915, Wahl purchased controlling interest in the Eversharp Pencil Company and began manufacturing pencils in Chicago. In 1917, the writing equipment business was expanded by the purchase and subsequent move to Chicago of the Boston Fountain Pen Company.

In 1940, the company changed its name to Eversharp, Inc. and opened a radio advertising campaign. A new quiz show, emceed by accordion-playing Phil Baker, took to the air under the title "Take It or Leave It" and under the sponsorship of Eversharp, Inc. Overnight the show pumped three new cliches into the American vocabulary—"The \$64 Question", "That's Right with Eversharp," and "You'll be sor-r-r-ry!"

Throughout the years of World War II Phil Baker and "Take It or Leave It" kept the Eversharp name on a nation's tongue and when wartime production restrictions eased, the public responded. Net sales of Eversharp Inc. increased sharply in 1945.



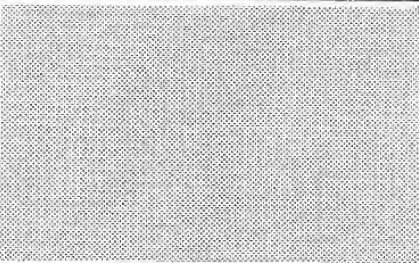
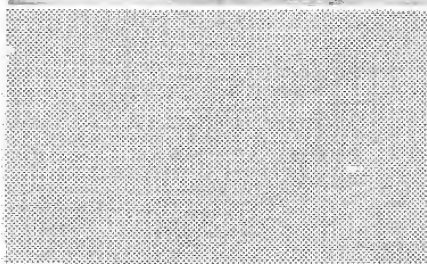


ALIF.

That same year two decisions were made by the company—one for the good and the other not so. In one, Eversharp acquired working control of the Magazine Repeating Razor Company, manufacturers of the Schick Injector Razor. In the other it purchased American rights to the Biro ball-point pen patents. But ball pens were still premature and early sales gains were quickly erased.

“Declining sales in our writing instrument division in recent years,” said Thomas J. Welsh, executive vice president of Eversharp, Inc., “coupled with increased costs of production and distribution, have led to a profitless operation. This loss can be overcome by Parker with its solidly-established merchandising program which has proven itself in terms of sales and growth within the industry.”

During its years in the writing instrument business, Eversharp, Inc. claims some notable firsts.” The company was first in the development of the mechanical pencil, was first to produce mechanical pencil leads as used in today’s pencils, and was first with a successful ball pen. Other landmarks in the company’s history include the propel-repel-expel pencil mechanism and the now famous “Magic Feed” principle.



An entirely new line of Parker desk sets in rich combinations of wood and metal have been introduced to Parker salesmen at their January sales planning sessions. Three of the five models in the line are displayed here.

The single pen unit employs laminated strips of cocobolo wood and metal. Its emphasis on warm, rich-looking wood makes the desk set ap-

## PARKER INTRODUCES LINE OF HIGH FASHION DESK PEN SETS

propriate for either home or office. Its retail price is \$40.00

Contrasting blocks of brushed aluminum and Brazilian rosewood are used in one of the two-pen sets. A set not shown, holding one pen, is comprised of one block of aluminum and one block of Brazilian rosewood.

The flowing, boat-like lines of the third base pictured contribute to its name, the “Sloop”. This is made of strips of rich, imported teakwood laminated and tipped with bronze. It features two Parker desk fountain pens and will retail at \$55.00.

The fifth model base in the new Parker line is a single pen mounted on a rectangle of brushed aluminum.

Without exception, home furnishing, shopping and gift editors who saw the new line of bases expressed pleasure. They were, they said, without question the most unique line of desk sets on the market today. Each would be an attractive addition to any home or office, they said.



## Retailers Quick to Comment on Parker Franchise Program

In September of last year, the Parker Pen comprehensive retail franchise program observed its first birthday. The plan, said company officials at that time, was markedly successful. During that first year 17,000 Parker dealers had signed franchise agreements with the company.

Since the franchise program's first birthday John Mack, assistant vice president in charge of domestic sales, has been writing letters to these 17,000 retailers. In all, five have been written and mailed. The letters review Parker's intentions, hopes and desires, and achievements in regard to the franchise program.

Reactions from dealers have been pouring into Janesville. Most favor Parker's efforts. Some are indifferent. A few are opposed. We selected paragraphs from a cross section of these letters to show what Parker retailers are saying and thinking. They read as follows:

### Cincinnati—stationer

I sincerely believe that if every pen sales person in the country knew the whole story of what Parker is doing, you would not find any such situation as you found in the city of "X". (Reference to a city where, in at least two fine stores, clerks appeared to have as much interest or disinterest in selling cut-price, low profit margin

writing instruments as they were in selling the superior Parker products at a fair profit to the store owner.—Ed.)

### Cleveland—stationer

I believe the Parker approach to the problem is the best one. It does need to go one step further, however. Where Parker has made a mistake either in quality of product or in price, the retailer should be given some method of disposing of his unwanted inventory.

### Elkston, Md.—jeweler

I appreciate being told I am being protected but sometimes shudder when I see fine Parker merchandise mass displayed in 5 & 10c stores, junior department stores of today. It is only logical to assume that the food markets will be the next step.

### Joliet—jeweler

So far you have done a very nice job with your franchise plan; we have run into very little difficulty since this was put in effect.

### Chicago—jeweler

We feature Parker in our windows, show cases and in direct mail advertising throughout the year and have had good results.

### Petersburg, Va.—stationer

We have lost interest in The Parker Pen Co.

### Indianapolis—jeweler

It has always been my personal feeling that when a manufacturer loses control of his product he eventually loses the product.

### Newark—jeweler

On the basis of your Franchise Plan, I have instructed our buyer to feature Parker products in the fullest measure possible.

### Baltimore—jeweler

You have my full agreement with your Franchise Plan. Heaven forbid that we should ever be faced with a time when nothing has a firm price, and retailing is a jungle!

### Kenosha, Wis.—jeweler

When I don't see Parker in these so called discount catalogs, I'll begin to believe that you really mean it.

### Boston—stationer

Parker's principal competitor is marketing through discount houses and the result has been that we have virtually not spent a penny with them this year, where we did have a substantial business formerly. As soon as our stocks are eliminated we will be done with this competitor's product once and for all.

### Conroe, Tex.—jeweler

We in Texas do not have a Fair Trade law. Frankly, at first I was afraid of the implications of a law of this type. I felt it could develop into a dangerous situation where a company could set a price and have this price protected by law. However, the course of events have changed my thinking in the matter and I feel that the good points far outweigh the bad side of the law. I would welcome such a law for our State of Texas. It seems to me that the smaller independent merchant must receive assistance from his suppliers or cease to exist.

### Atlanta—office supply

We think Parker has, at the present time, the finest working operation with the dealers that they have had during the thirty-two years that I have had the opportunity to deal with Parker.

### Kansas City, Mo.—stationer

I, "being in your shoes," would endeavor to offer a more attractive display than any other writing instrument and resell the dealers and sales clerks on the value of Parker Quality at Parker Prices as compared to competitive writing instruments.

### Davenport—department store

Should we be faced with a cut price situation on any of the lines we carry, we would not hesitate to eliminate them entirely from our stock if we believe the cut price competition would be a permanent condition.

### San Diego—department store

It is nice to do business with a company like yours that has one code, one deal, one price, one discount.. But I wonder if you and we are realistic?

## PARKERGRAMS

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Attractive, working window displays need not be richly decorated. This simple, handsome exhibit won a top prize in the Saturday Evening Post window contest for advertising tie-in and should have won some sort of a prize from Parker Pen for elegant display of Parker merchandise.

The store is J. K. Gill Company, Port-

land, Oregon. The window incorporates a complete sampling of Parker products, a copy of Post opened to the Parker ad, a reprint of the ad and a huge color blow-up of the advertising illustration. Actually the only piece of display material specially prepared for the window was the banner sign stating "Make It a Parker Christmas."

## WINDOW SHOPPING



write clearly and legibly hour after hour, and stand available to anyone as personal property. As he described it, it was: a Parker Jotter.

After Mr. Gros had traveled Russia, he knew his choice was right. He stood in front of the Kremlin, Jotter pens held high against a sombre background of high walls and frowning muzhiks. And when he returned to San Francisco he wrote: "... Parker products beguiled, entranced and challenged the Comrades. There was absolutely nothing I did in my tour of the Soviet Union which did more in a material way to sell 'America.' The excellence of your product was in itself an eye-opener and the fact that an American capitalist had something along to give helped me to do a low-pressure selling job on the America (I) love."

## T-Ball Tee-Off

The Parker Pen Company could hardly have asked for more enthusiastic cooperation in the introduction of a product than it received from dealers all over the nation when the Parker T-Ball Jotter ball pen was announced. Countless windows were decorated with T-Ball material. Counter tops literally bulged with "Pen Cushion" displays and T-Ball cards. And everywhere cash registers rang constantly.

Typical of the type of cooperation retailers gave the T-Ball announcement is this neat, petite window in Lipic's of St. Louis.



## America's Salesman

Robert Gros is an American businessman (utilities) from the Great West, a place where appreciation of bountiful America is apt to come to full flower. The West is beautiful, and by George, those Westerners never stop telling people about it.

Recently, Mr. Gros had a chance to branch out with this wonderful form of American evangelism. He went to Russia. There, he knew his story had to be especially good. Russia had not as yet launched the mighty satellites, but they had through a series of Five Year Plans made some technical headway, and what they did not actually invent didn't bother them. They merely claimed to have invented it.

So, he took the precaution of carrying something tangible, something that would provide evidence for his persuasive story. Mr. Gros made his choice of a symbol for his story after much soul-searching. What would incontestably prove the ingenuity and bounty of his native land? Why a ball-point pen that would write! One that would

## State Products Plugged

Every merchant has a warm spot in his heart for products of his own state and backs them up with sales promotion. But it is a bit unusual to find one actively promoting all of his state's manufactured goods in a single campaign.

That's what Harry S. Manchester Inc., Madison, Wis., did in a successful first effort back in November of last year. Each window in the big department store was dedicated to a different Wisconsin industry which produced a consumer product. At Manchester's request, Parker supplied materials for a window dedicated to the writing equipment industry in the state.

## QUIZ SHOW SELLS PENS



Once each week in the Roanoke area two civic or fraternal clubs pit three of their membership against each other on a TV program called "Klub Kwiz". Emceed over Roanoke's station WSLs, an NBC affiliate, by Hayden Huddleston, the show is sponsored by the seven Virginia stores of Fink's Jewelers, Inc.

During a recent broadcast, George Whiteside, amiable head of Parker's Southeastern sales zone, paid a visit to observe the fun. As a sidelight, Whiteside made a presentation of a new 61 pen to Emcee Huddleston in recognition of the "fine job he has been doing for Fink's Jewelers, Inc. and in turn for Parker Pen."

(Ed. note: The man in the background is not overwhelmed by Huddleston's head as it appears. He, too, just received a 61!)

# Handwriting Hints at What Made February Greats "Tick"

The big three of American "greats" whose birthdays fall in February are probably as familiar to everyone as soap and hot water. What they contributed, anecdotes about their lives, even what they liked to eat and drink, is old hat.

But what about the inner man, the real self? What did George Washington, Abraham Lincoln and Thomas Edison have in common? How did they differ? What made them tick and why?

An eminent New York psychiatrist recently came up with a psychograph of each man's handwriting which sheds some, interesting light on the subject.

Washington, according to analysis, was intensely driven and stimulated by imperfections in himself and in the surrounding world. But instead of trying to overcome them by denial, rationalization or intellectualism, he chose realistic action and "immediate dealing with the object world." Lincoln, like Washington, was "stubborn, persistent and fanatically goal-conscious," but both were thoroughly sincere and genuine personalities.

In Edison's case, his laboratory—now a part of the McGraw-Edison network of the Thomas A. Edison Laboratories—achieved for him the same significance that the world of politics and the military held for Washington and Lincoln. Like them, he "fought traditional limitations, restrictions and conventions without being destructive and rebellious himself."

"Edison's handwriting," says the report, "reveals a personality of unusual genuineness, spontaneity and originality." He drove relentlessly to penetrate into the core of things without being bothered by conventionality, prejudice, or preconceived thought. Spurred on by the continuous challenge to make the most of his many talents, he found the outer world in its physical, mechanical, and biological aspects the ideal proving ground for his many capabilities.

Even at the age of 78, the psychiatrist said, Edison's handwriting indicates that he was "able to maintain his intellectual resourcefulness, his power for analytical observation, his mental adaptivity and flexibility as well as his originality of thought."

## LINCOLN

The Governor of New-York.  
I am willing to receive them  
when they shall be ready to  
be mustered.  
Yours truly  
A. Lincoln

## WASHINGTON

accomplishment whereof is a  
real wish, & the primary ob-  
ject of all my desires  
G. Washington

## EDISON

iq - and a work on Goethe & Schiller by Boysson  
& soqgy literature a little with anecdote in  
line of literature would have the same effect as  
soda on bread, give pleasing results.

## Parkergrams Enters Sixty-Second Year Of Straight Talk to Pen Retailers

Ever wake up in the morning with the feeling that you've suddenly gotten older? Periodically, we notice the accumulating effects of age.

That's what happened to Parkergrams just recently—only it became apparent that the publication was considerably older than acknowledged by its masthead. More than 50 years older.

Parker Pen's archives reveal that back in mid-1896 the company started a publication called *Side Talks* to communicate company business matters, policies and other information to its retailers. In 1915 *Side Talks* changed its name and format and became *Parker-grams*, but its content remained the same—news about what Parker

was doing to help retailers. There were several changes in format, color was added, color was dropped, and in 1946 the present format was adopted and *Parkergrams* as we know it today evolved.

So, it can be said and proved that Parker's dealer publication is one of the oldest company publications in the nation. We've been talking directly to our retailers for 62 years and henceforth we will make note of that fact in our masthead.

That's a long time to have communications going out in one direction. Suppose it's about time some of our good retailer friends started doing a little talking of their own by way of letters to the editor?

